

CLAIMS

1. A method of providing as a first party, third party access to second party information through a network, the third party using a device capable of receiving unsolicited communications (spam), without the second party receiving spam enabling information
5 concerning the third party device, said method including:

receiving, from a requesting device, a request over said network, said request including an information identifier and a device identifier;

retrieving information associated with said information identifier and forwarding said information to said requesting device over said network; and

10 undertaking not to provide said device identifier to said second party.

2. The method of claim 1 wherein said retrieving information comprises sending a request for information including said information identifier to said second party and receiving information from said second party.

3. The method of claim 1 further including:

15 receiving a request for information identifiers from a second party;

sending information identifiers to said second party in response to said request; and

associating said information identifiers with said second party.

4. The method of claim 1 further including:

storing information on requests made including each said information identifier; and

20 providing statistical data on requests made in relation to each said information identifier to said second party.

5. The method of claim 1 further including:

receiving information from said second party;

storing said information;

associating an information identifier with said information; and

providing said information identifier to said second party so that said second party may disseminate said information identifier.

5 6. The method of claim 5 wherein multiple information identifiers are associated with the same information so that said second party may publish different information identifiers by different means or in different locations.

7. The method of claim 6 further including:

storing information on requests made using each said information identifier; and

10 providing statistical data on requests made in relation to each said information identifier to said second party.

8. The method of claim 7 further including associating identifier publication information with each said information identifier, and wherein said providing statistical data includes providing identifier publication information.

15 9. The method of claim 5 wherein said information is published by said second party using any one of the set including newspapers, magazines, billboards, television, radio, email and the Internet.

10. The method of claim 5 further including communicating with an accessing device using a wireless network.

20 11. The method of claim 10 wherein said accessing device is a cellular telephone.

12. The method of claim 11 wherein said wireless network is an SMS network.

13. The method of claim 11 further including generating an information identifier and optimizing information identifiers for entry using a cellular telephone keypad.

14. The method of claim 13 wherein said optimizing excludes information identifiers requiring the same key to be pressed consecutively.

15. The method of claim 8 further including:

storing information on requests made using each said device identifier; and

5 providing access over said network from said device to previously accessed information via a structured menu.

16. The method of claim 15 wherein access to said previously accessed information is provided via the internet.

10 17. The method of claim 15 wherein said previously accessed information is stored and is accessible without connecting to said network.

18. The method of claim 3 further including generating an information identifier, associating said information identifier with information, and optimizing said information identifier for entry using a cellular telephone keypad.

15 19. The method of claim 18 wherein said optimizing excludes information identifiers requiring the same key to be pressed consecutively.